

ESTTA Tracking number: **ESTTA1125974**

Filing date: **04/09/2021**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91249427
Party	Plaintiff Evolutionary Guidance Media R&D Inc.
Correspondence Address	MEREDITH LOWRY WRIGHT LINDSEY & JENNINGS LLP 3333 PINNACLE HILLS PARKWAY SUITE 510 ROGERS, AR 72758 UNITED STATES Primary Email: mlowry@wlj.com Secondary Email(s): aelliott@wlj.com, aturnbaugh@wlj.com 479-631-3282
Submission	Testimony For Plaintiff
Filer's Name	Meredith Lowry
Filer's email	mlowry@wlj.com
Signature	/Meredith Lowry/
Date	04/09/2021
Attachments	14 Decl of Dana Klisanin.pdf(493539 bytes) Klisanin Decl Exhibit 26 vol 1.pdf(1154433 bytes) Klisanin Decl Exhibit 26 vol 2.pdf(562717 bytes) Klisanin Decl Exhibit 26 vol 3.pdf(2498576 bytes) Klisanin Decl Exhibit 26 vol 4.pdf(928921 bytes) Klisanin Decl Exhibit 26 vol 5.pdf(4152845 bytes) Klisanin Decl Exhibit 26 vol 6.pdf(3827492 bytes) Klisanin Decl Exhibit 26 vol 7.pdf(3803598 bytes) Klisanin Decl Exhibit 26 vol 8.pdf(2304802 bytes) Klisanin Decl Exhibit 26 vol 9.pdf(2247721 bytes) Klisanin Decl Exhibit 26 vol 10.pdf(1802286 bytes) Klisanin Decl Exhibit 26 vol 11.pdf(2433549 bytes) Klisanin Decl Exhibit 26 vol 12.pdf(2370269 bytes) Klisanin Decl Exhibit 26 vol 13.pdf(2300054 bytes) Klisanin Decl Exhibit 26 vol 14.pdf(3230154 bytes) Klisanin Decl Exhibit 26 vol 15.pdf(3230154 bytes) Klisanin Decl Exhibit 26 vol 16.pdf(2747552 bytes)

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

EVOLUTIONARY GUIDANCE MEDIA R&D INC.,)	
)	
Opposer,)	Opposition No. 91249427
)	
v.)	Serial No. 88219305
)	
CYBERMAN SECURITY, LLC AKA THE CYBERHERO ADVENTURES: DEFENDERS OF THE DIGITAL UNIVERSE,)	Mark: THE CYBERHERO ADVENTURES DEFENDERS OF THE DIGITAL UNIVERSE
)	
Applicant.)	Published: May 14, 2019
)	

DECLARATION OF DANA KLISANIN

I, Dana Klisanin, am the CEO of Evolutionary Guidance Media R&D Inc. (hereinafter “EGM”). I submit this Declaration in support of Opposer’s Brief on the Merits in the above-captioned matter.

1. I confirm that the facts and information contained in this Declaration are based on my own personal knowledge, my own research, or on the records and documents of EGM, as maintained in the ordinary course of business.

2. EGM is engaged in the business of providing interactive educational, entertainment, and social networking services, particularly providing web-based games, toys, and other materials using storytelling, animation, cartoon drawings, and cartoon characters to encourage and develop using the Internet to help other people, animals, or the environment. These services are provided under Opposer’s registered CYBERHERO LEAGUE mark on labels for the goods, on the product packaging, on the product itself, the website, other advertising and/or collateral materials. EGM

owns a website at www.cyberheroleague.com and www.evolutionaryguidancemedia.com (collectively the “EGM Websites”). EGM provides interactive educational entertainment to children and adults. EGM’s services and products are illustrated on the attached website pages from the EGM Websites at EGM Exhibit 26, accessed on May 11, 2020.

3. As EGM states on its website in EGM Exhibit 26, the CYBERHERO LEAGUE and CYBERHERO brands are designed to empower youth by giving them a way to learn about digital technology and use it to tackle global challenges. CYBERHERO LEAGUE is an educational gaming adventure to enables youth to learn about and tackle global challenges by blending physical activity, imagination, and digital gameplay.

4. Since 2011, EGM has expended (and continues to expend) extensive resources on advertising, marketing, and promoting its services and products under its CYBERHERO LEAGUE and CYBERHERO marks.

5. EGM has used its registered CYBERHERO LEAGUE trademark since least as early as February 2011 online and through a number of high-profile events, including the Tribeca Family Festival and the Santa Fe Interplanetary Festival.

6. In 2012, CYBERHERO LEAGUE was selected as a winner in the World Future Society's Beta Launch Tech competition. Since 2012, EGM has promoted CYBERHERO LEAGUE and CYBERHERO services and goods across North America at the following events: Games, Learning, & Society Showcase, University of Wisconsin; Higher Education Video Game Alliance, Washington, DC; Sandbox

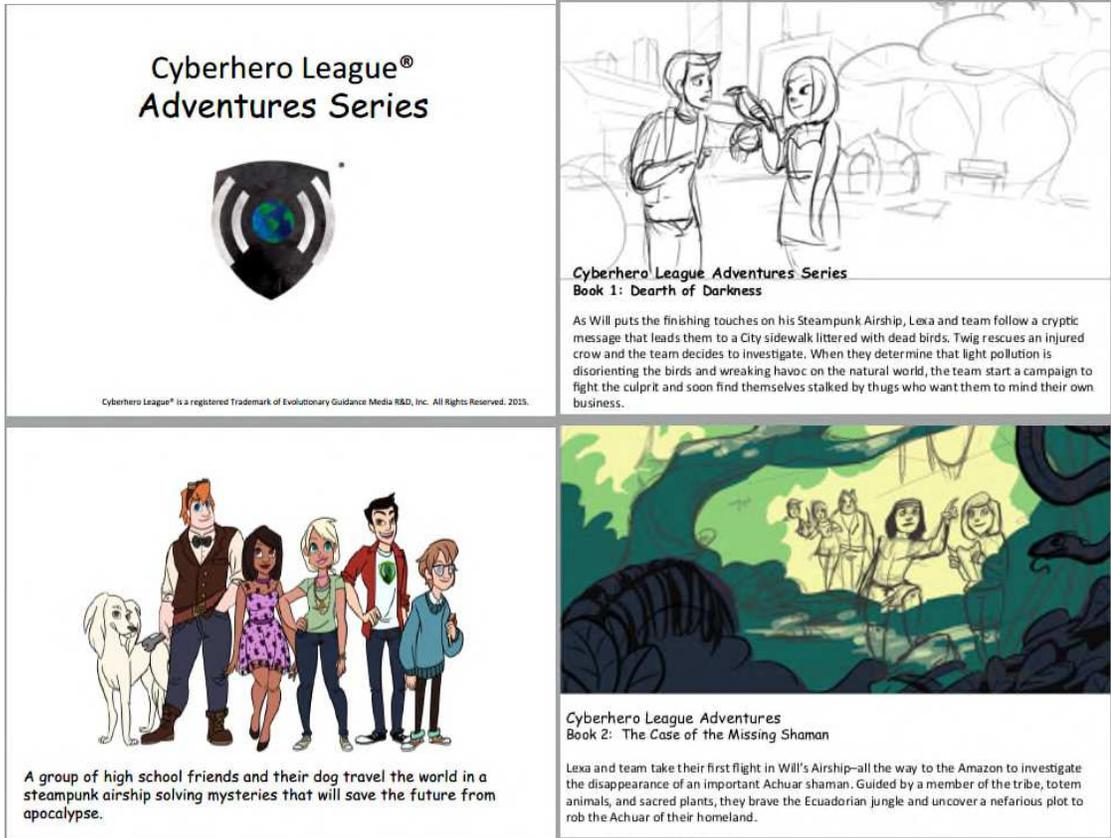
Summit @MIT, Boston, Massachusetts; Stanford University's Compassion & Technology Conference, Stanford, California; Ozark STEMPOSIUM, Bentonville, Arkansas; Futurist: BetaLaunch, Toronto, Canada.

7. Every event EGM has participated in over the years has included illustrated content – the EGM style has continued to change due to ongoing refinement and/or the nature of the "mission" we are presenting to the public, but our use of illustrated content has remained consistent. Examples of this illustrated content is included here and on our website in EGM Exhibit 26.

8. EGM'S CYBERHERO LEAGUE and CYBERHERO trademarks are used to provide entertaining educational opportunities, using storytelling, animation, and cartoon characters as illustrated below:







9. Cartoon characters and personified characters are actively involved in the marketing and provision of our services, as evidenced in the photograph below, showing a photograph of model dressed as our Harvest Spirit character and providing postcards with cartoon graphics and a beta code for players to use with the our services.



10. EGM works with a number of companies across the world. These companies include Warner Brothers and Disney, as indicated on our website at EGM 26.

11. EGM has used its illustrated content in the past to provide comic books to its supporters and customers. In 2013, EGM sought crowdfunding for additional

game design funding. As part of this IndieGoGo campaign, EGM provided backers with the illustrated e-book Project Milky Way. Exhibit 26 includes the IndieGoGo EGM project.

12. EGM has been approached in recent months to expand its product offerings and consider more entertainment and educational content through animated television programs or animated print materials. We are considering these options.

I declare, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment or both, under 15 U.S.C. §1001, that all statements made herein on personal knowledge are true, and all statements made on information are believed to be true.

A handwritten signature in black ink, appearing to read "Dana Klisanin", written in a cursive style.

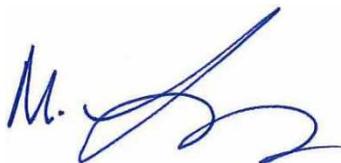
Dana Klisanin

Date: 4/9/20210

CERTIFICATE OF SERVICE

I hereby certify that on April 9, 2021, copies of this paper are being served upon the following by email:

Maxim Waldbaum
245 Park Avenue, 39th Floor
New York, NY
gary@cybermansecurity.org
maxim.waldbaum@rimonlaw.com
tad.prizant@rimonlaw.com

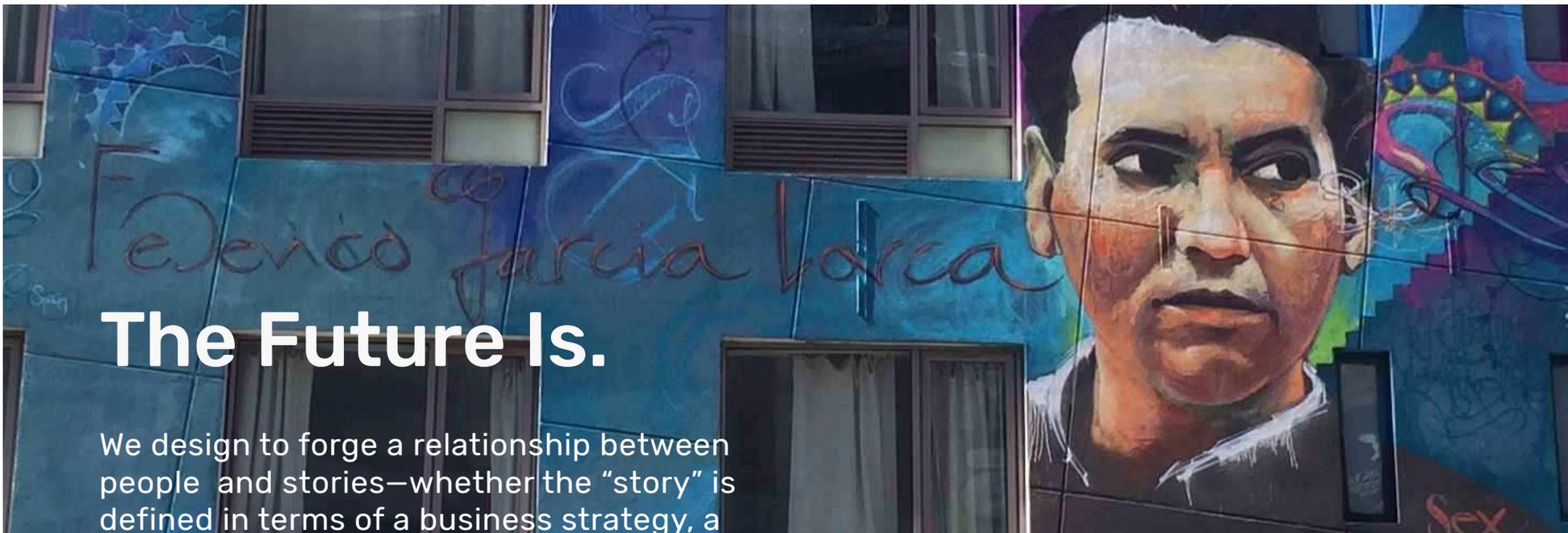


Meredith K. Lowry, AR Bar 2005232
WRIGHT LINDSEY & JENNINGS LLP
3333 Pinnacle Hills Pkwy. Ste. 510
Rogers, AR 72758
(479) 631-3282
Attorneys for Opposer

Exhibit EGM26

"Our technology forces us to live
mythically"

– Marshall McLuhan



The Future Is.

We design to forge a relationship between people and stories—whether the “story” is defined in terms of a business strategy, a brand’s product, an organization’s mission, or a story’s characters.





Once upon a #design

#rewilding #uncivilized #conscious #socialimpact
#digital #socialmedia #environmental #climate
#SDGs #socialgood #digitaltrusim
#collaborativeheroism #activism #conscious
#transformative #innovation

We design strategies for success across a wide range of industries, specializing in the transdisciplinary use of media and communications to achieve a variety of aims. Our services are a good fit for those seeking to gain the qualitative edge of deep emotional connection. We are committed to using the power of storytelling, design, media, and technology to benefit people and the planet. We begin with a comprehensive review of the project and multi-faceted design analysis. Each project is then customized to meet the desired goals. Our hands-on, experiential-based services work equally well for teams of all sizes, from Fortune 500 corporations to nonprofit organizations and NGOs.

- Foresight / Scenario design
- Social Impact Design Branding
- Interactive / Branching narrative design / Storytelling
- Media psychology services / assessments / priming
- Experiential / Participatory / Live Event design
- Multisensory design

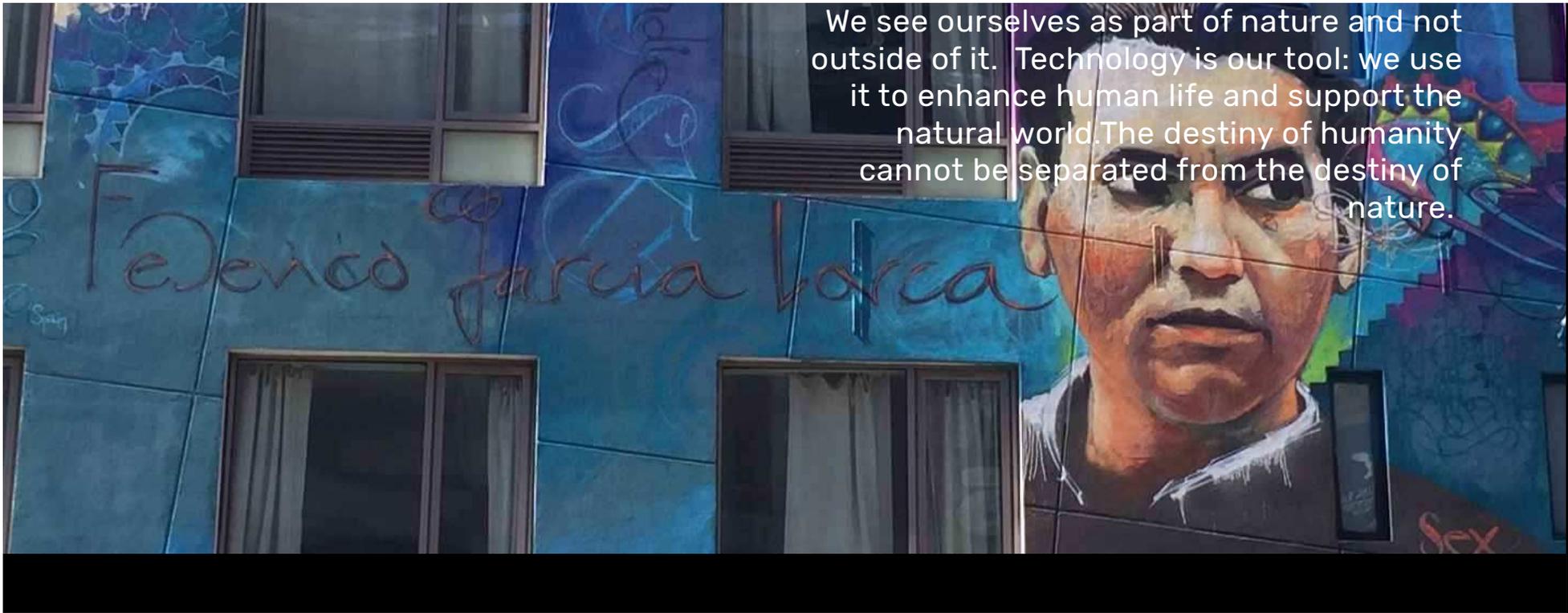


Intimate Participatory

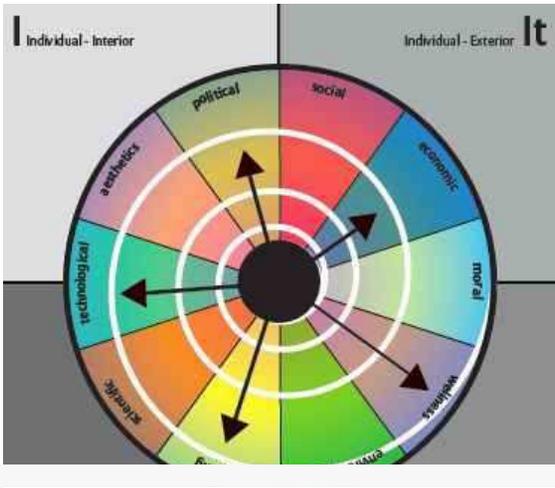
The future is beyond paradox: today's narratives are collaborative/individual, diverse/unique.







We see ourselves as part of nature and not outside of it. Technology is our tool: we use it to enhance human life and support the natural world. The destiny of humanity cannot be separated from the destiny of nature.



Since 2008, we've done more than refine an old tradition: We've started a new one. Evolutionary guidance media is a complex blend of art, science, and technology that relies upon an understanding of human psychology. Our transdisciplinary design framework brings together data from ten dimensions of human activity, resulting in an award-winning framework utilized across the disciplines of foresight, media, entertainment, design, retail, education, and activism.



TEAM

Evolutionary Guidance Media is led by award-winning siblings, Dr. Dana Klisanin and Melisca Klisanin. Their

accolades achieved in the fields of media design, psychology, futures studies, education, industrial design, branding, and retail design. They bring a diverse network of professionals together to tackle projects, large and small.



DANA KLISANIN

MELISCA KLISANIN

Dana Klisanin leads research design using the EGM Integral model; an award-winning psychologist futurist, she focuses on using digital technology and new media to promote transformative narratives that support human wellbeing and planetary consciousness. Dana's scientific research is published in numerous journals and books across a broad range of topics including conscious media design, futures media, mindfulness, altruism, and heroism in the digital age. Called a "unicorn" by those in the industry, Dana's expertise is the secret weapon behind many successful media ventures. She practices the ninja path of Dzogchen and enjoys writing and speaking on behalf of the natural world.

Melisa Klisanin leads creative development. A pioneer in "experiential play," her talent has increased the bottom-line for Fortune 500 companies and Mom & Pop shops for two decades. Her creative talent has touched virtually every continent - whether creating experiential events, retail spaces, home environments, gardens & landscapes; branding cosmetics, chocolates, or clothing; designing carpets, baby cribs, or perfumes - she is inspired by nature, technology, and ancient techniques. She practices the ninja path of Anthroposophy and enjoys making art. Her works are in the collections of notables, including Bill and Melinda Gates, Trudie Styler and Sting, Frances McDormand and Joel Coen.

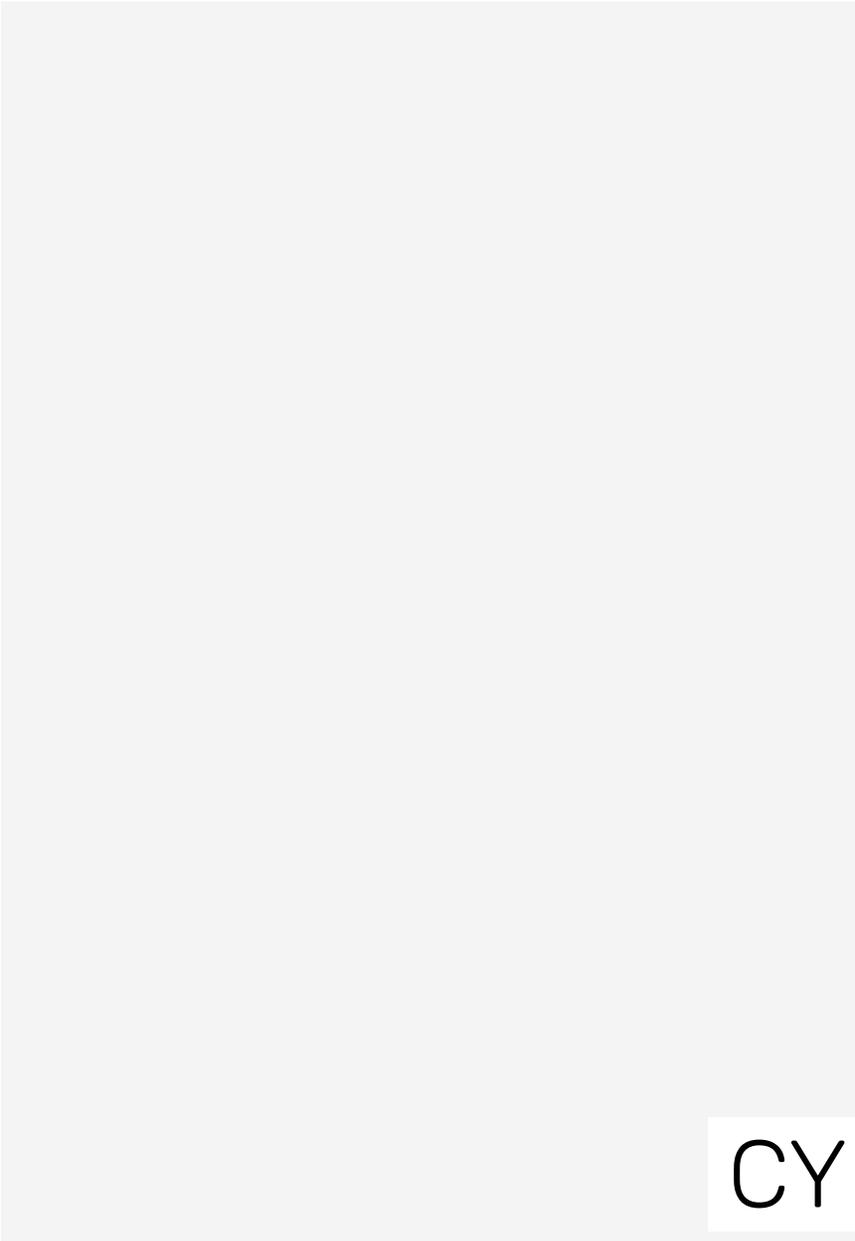


LOCATIONS

205 Hudson Street, 7th Floor, New York, New York 10013

900 Southeast 5th Street, Suite 22, Bentonville, AR 72712





CYBERHERO LEAGUE



CYBERHERO LEAGUE is a new edtech brand that turns kids' playtime into real world heroic action. Kids become real world heroes using the tools of digital technology to develop empathy and compassion for others while becoming globally-aware activists. Cyberhero League gives kids the opportunity to learn about and achieve the United Nations' Sustainable Development Goals.



[RESEARCH](#) [MEDIA PSYCHOLOGY](#) [CONTACT](#) [JOIN US](#) [CYBERHERO LEAGUE](#)

LOCATIONS

205 Hudson Street, 7th Floor, New York, New York 10013

900 Southeast 5th Street, Suite 22, Bentonville, AR 72712



MISSION: REEF CHECK



CYBERHERO LEAGUE

Our Mission is to empower youth with the tools they need to change the future by giving them a way to take action to change their world for the better. Based on award-winning science, CYBERHERO LEAGUE is a holistic edtech training-ground that puts concern for each other and the natural world at the forefront of everything we do. Kids accomplish heroic missions by using both physical activity and digital activity. Each mission is partnered with a real [nonprofit organization](#), introducing them to the real heroes that are changing our world on a daily basis.

HOW?

Kids get Mission briefings by scanning one of six AR-encoded medallions and syncing their wearable device with the game App. Then, they set out walking, biking, or playing sports. When they upload their step activity to the App, the Mission narrative continues. After completing all six adventures, a Knowledge Challenge appears. By answering correctly, they earn their badge, and unlock a donation to one of our partnering nonprofit organizations. [Learn more.](#)

SHOP



CYBERHERO TWITTER FEED



Cyberhero League

Using the Internet to support the web of life is so cyberhero! Join the climate strike online and amplify your voi... <https://t.co/F3M4667M1d>
May 1, 2020, 10:51 AM



Cyberhero League

Endangered Earth: Victory for the World's Most Endangered Whales <https://t.co/zVlwjQ4VP1> #CollaborativeHeroism #whales
Apr 16, 2020, 4:43 PM



Cyberhero League

Join @GretaThunberg and use the power of the Internet to protect the Earth! #ClimateStrikeOnline #cyberheroes... <https://t.co/WvLn2DGyvS>
Mar 27, 2020, 11:24 AM

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 HUDSON STREET,
NEW YORK, NY, 10013,
UNITED STATES
917-972-2544
MAIL@CYBERHEROLEAGUE.COM

ABOUT

RESEARCH
ADVISORS
TERMS & PRIVACY
STATEMENT
CYBERHERO LEAGUE

Follow us on social media to get the latest CYBERHERO
LEAGUE® news.





CYBERHERO STARTER SET
\$39.99



MISSION: REEF CHECK
\$12.50



MISSION: SAVE THE JAGUAR
\$12.50

27, 2020, 11 24

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205
10013,
917-972-2544

ABOUT

RESEARCH

ADVISORS

TERMS & PRIVACY
STATEMENT

CYBERHERO LEAGUE



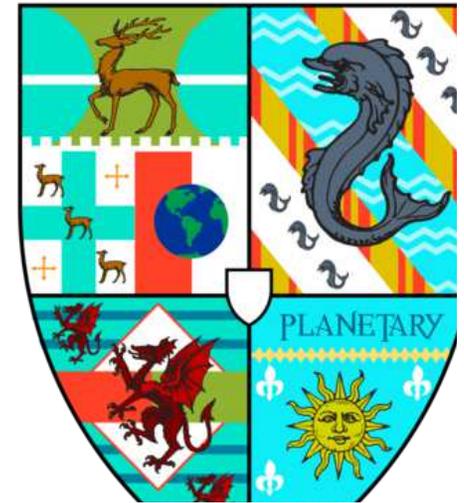


HOW TO ACCOMPLISH MISSIONS

The mission is a series of tasks that you must complete in order to progress through the game. Each mission is designed to test your skills and knowledge of the game world. To complete a mission, you must first understand the objective and then follow the steps provided. Some missions may require you to use specific items or abilities, so it is important to be prepared. Once you have completed the mission, you will receive a reward and be able to move on to the next level.

DOWNLOAD APP - SYNC WEARABLE - SELECT MISSION

EARN BADGE - GAIN POWERS - PROTECT THE CRESTS



BECOME A MEMBER

CYBERHERO TWITTER FEED



Cyberhero League

Placeholder text for the first tweet in the feed.



Cyberhero League

Placeholder text for the second tweet in the feed.

#CyberHeroLeague
 May 16, 2020, 4:43 PM



Cyberhero League

Cyberhero League is a community of individuals who are passionate about cybersecurity and want to make a difference in the world. We are currently looking for members who are interested in learning more about the industry and want to connect with like-minded individuals.

#CyberHeroLeague
 May 27, 2020, 11:24 AM

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 ...
 ...
 ...

917-972-2544

...

ABOUT

RESEARCH

ADVISORS

TERMS & PRIVACY

STATEMENT

CYBERHERO LEAGUE

...



...



HOW TO ACCOMPLISH MISSIONS

[Placeholder text for mission instructions]

DOWNLOAD APP - SYNC WEARABLE - SELECT MISSION



OPEN MISSION - SCAN MEDALLIONS - SET OUT

CYBERHERO TWITTER FEED



Cyberhero League

... 300 4667 1 ... 1, 2020, 10 51 ...



Cyberhero League

... 4 ... 16, 2020, 4 43 ...



Cyberhero League

... 2 ... 27, 2020, 11 24 ...

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 ... , ... 10013, ... 917-972-2544 ...

ABOUT

- RESEARCH
ADVISORS
TERMS & PRIVACY STATEMENT
CYBERHERO LEAGUE

... .



... & , ...



CYBERHERO ACHIEVEMENTS



END HUNGER 2000+ MEALS

At the First Friday HARVEST EVENT we partnered with NWA Food Bank to raise awareness about hunger in Bentonville, AR. The results? Over two thousand meals were provided and countless participants learned about the local food crisis.

CYBERHERO TWITTER FEED



Cyberhero League

... 3 4667 1



Cyberhero League

... 4 43



Cyberhero League

... 2

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 ... ,
... , 10013,
...

917-972-2544

...

ABOUT

RESEARCH

ADVISORS

TERMS & PRIVACY

STATEMENT

CYBERHERO LEAGUE

...



...



CYBERHERO ACHIEVEMENTS

CLEAN WATER 1000+ EDUCATED



We partnered with charity: water and Games For Change to raise awareness about the need for clean water and sanitation by designing and hosting an AR treasure hunt during the Tribeca Family Festival in New York City. The event combined AR gaming, experiential hands-on learning, and live theatre.

CYBERHERO TWITTER FEED



Cyberhero League

... 3 467 1 ... 1, 2020, 10 51 ...



Cyberhero League

... 4 ... 16, 2020, 4 43 ...



Cyberhero League

... // ... / ... 2 ... 27, 2020, 11 24 ...

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 ... , ... , 10013, ... 917-972-2544 ...

ABOUT

- RESEARCH
ADVISORS
TERMS & PRIVACY STATEMENT
CYBERHERO LEAGUE

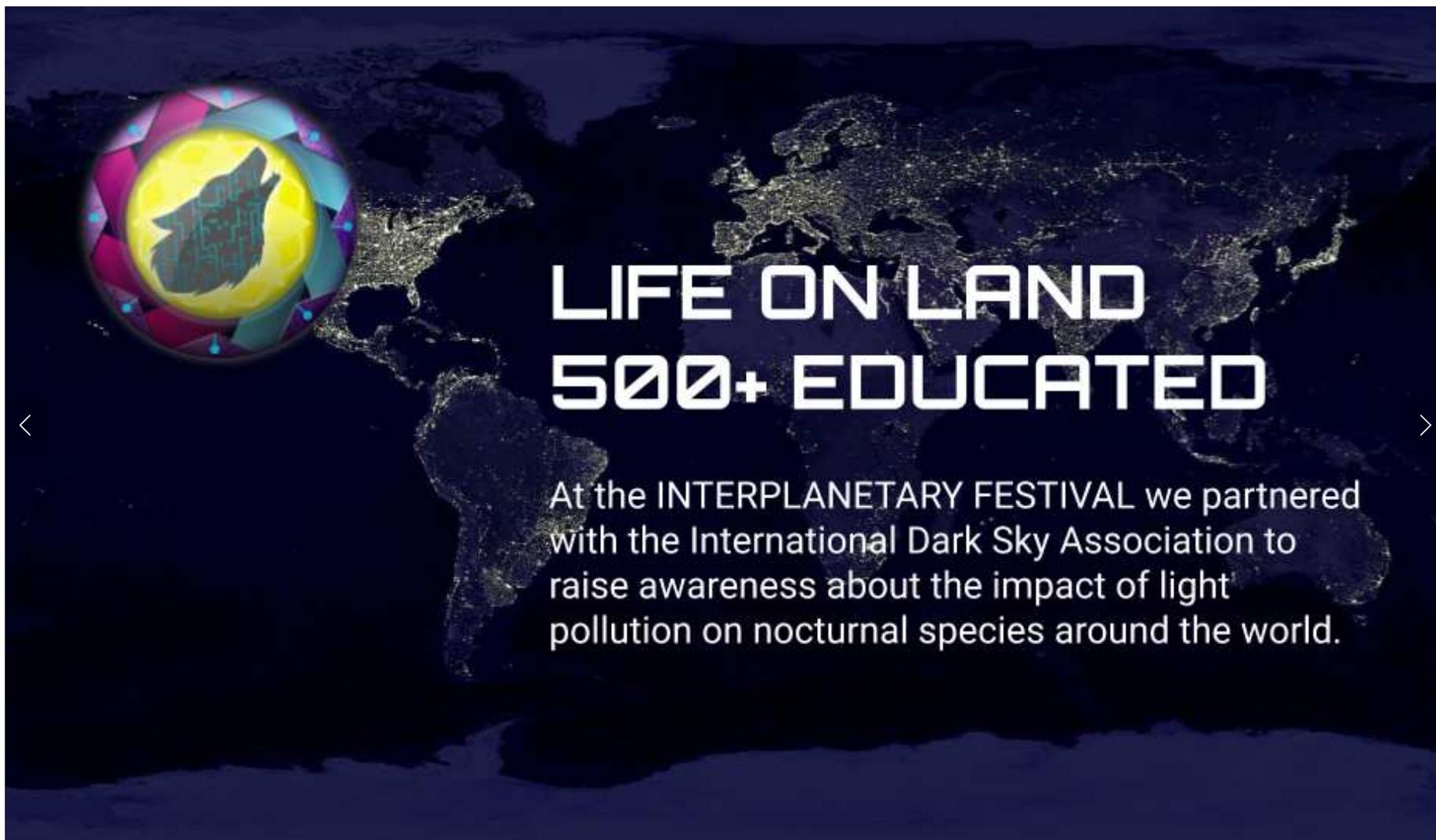
... ..



... & , ...



CYBERHERO ACHIEVEMENTS



CYBERHERO TWITTER FEED



Cyberhero League

... 1, 2020, 10:51 ...



Cyberhero League

... 16, 2020, 4:43 ...



Cyberhero League

... 27, 2020, 11:24 ...

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 ... , 10013, 917-972-2544

ABOUT

- RESEARCH ADVISORS TERMS & PRIVACY STATEMENT CYBERHERO LEAGUE

...



... & , ...



CYBERHERO ACHIEVEMENTS

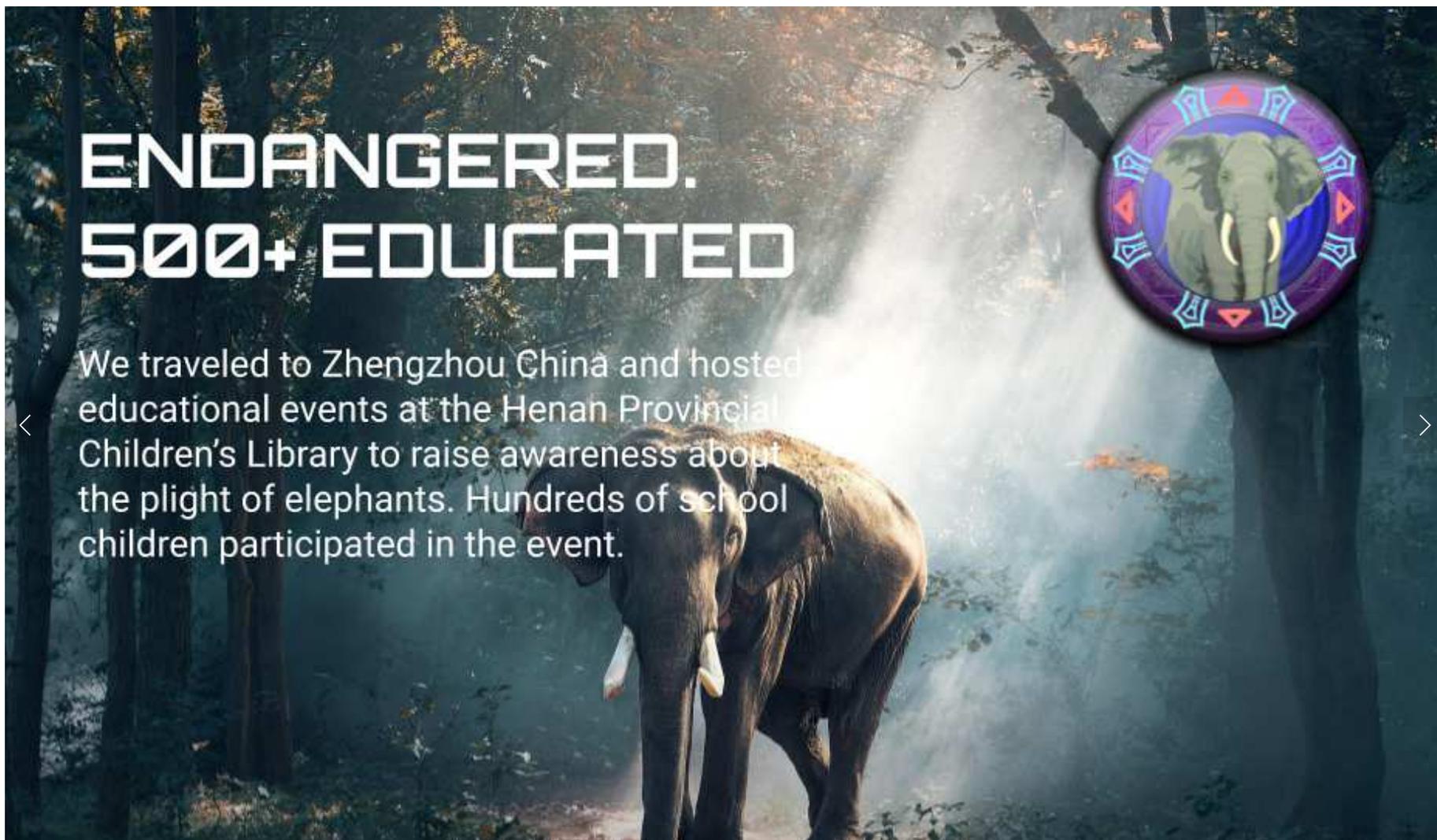
SDG'S 2030
500+ EDUCATED

Digital technology can be powerful force for good! At the 2nd Annual INTERPLANETARY FESTIVAL we taught participants how Cyberheroes use digital technology to achieve the Sustainable Development Goals.

A circular logo with a rainbow border and the text 'SAVE THE PLANET' in the center, set against a background of a starry galaxy.



CYBERHERO ACHIEVEMENTS



CYBERHERO TWITTER FEED



Cyberhero League

... #CyberHeroLeague // . 3 467 1

1, 2020, 10 51



Cyberhero League

... #CyberHeroLeague 4

16, 2020, 4 43



Cyberhero League

... #CyberHeroLeague // . / 2

27, 2020, 11 24

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 ... ,
... , 10013,
...

917-972-2544

...

ABOUT

RESEARCH

ADVISORS

TERMS & PRIVACY
STATEMENT

CYBERHERO LEAGUE

...

...



... & , .



CYBERHERO ACHIEVEMENTS



CLEAN WATER

We partnered with RYAN'S WELL to host an edtech game to support their annual "Back-to-School Challenge." The Challenge raises awareness about the need for clean water and sanitation around the world and supports their fundraising efforts. The edtech gaming challenge is ongoing!

CYBERHERO TWITTER FEED



Cyberhero League

... #CyberheroLeague ... 3 4667 1 ...
1, 2020, 10 51



Cyberhero League

... #CyberheroLeague ... 4 ...
16, 2020, 4 43



Cyberhero League

... #CyberheroLeague ... 2 ...
27, 2020, 11 24

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 ... ,
... , 10013,
...
917-972-2544
...

ABOUT

RESEARCH
ADVISORS
TERMS & PRIVACY
STATEMENT
CYBERHERO LEAGUE

... #CyberheroLeague ...

... #CyberheroLeague ...



... & , ...



PARTNERS

... .., .. .

UNITED NATIONS

... ..

CHARITY: WATER

... .. 20... 6,611 ... 2,545,000 ...

CENTER FOR BIOLOGICAL DIVERSITY

... ..

REEF CHECK

... ..
... ..
... ..
... ..
... ..

PACHAMAMA ALLIANCE

... ..
... ..

RED CROSS

... ..
... ..

HEROIC IMAGINATION PROJECT

... .. ()
... ..
... ..

GIRAFFE HEROES PROJECT

... ..
... ..
... .. & , &
... .. 1983.

PERMACULTURE ASSOCIATION

... ..
... .. ' ' ' '
... ..
... ..
... ..

INTERNATIONAL DARK SKY ASSOCIATION

...1988, ...24 ...

EARTH CHARTER INITIATIVE

... , ...

THE MILLENNIUM PROJECT

... ' ... 1996 ...

C3: CENTER FOR CONSCIOUS CREATIVITY

... 3 ...

RAINCATCHERS

... .

WORLD FUTURES STUDIES FEDERATION

... (...) ... 60 ...

CHARITY BALL

... 2010 10 ... 2009 ...

ACACAI MOYO

...

RYAN'S WELL

...

CYBERHERO TWITTER FEED



Cyberhero League

... 3 4667 1 ... 1, 2020, 10 51



Cyberhero League

... 4 ... 16, 2020, 4 43



Cyberhero League

... 2 ... 27, 2020, 11 24

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 [redacted],

[redacted], 10013,

[redacted]

917-972-2544

[redacted]

ABOUT

RESEARCH

ADVISORS

TERMS & PRIVACY STATEMENT

CYBERHERO LEAGUE

[redacted]



[redacted]



PARTNERS

... ..,
... .. '

UNITED NATIONS

... ..
... ..

CHARITY: WATER

... ..
2006, 20... 6,611 2,545,000

CENTER FOR BIOLOGICAL DIVERSITY

... ..
... ..
... ..
... ..

REEF CHECK

... ..
... ..
... ..
... ..
... ..

PACHAMAMA ALLIANCE

... ..
... ..

RED CROSS

... ..
... ..

HEROIC IMAGINATION PROJECT

... .. ()
... ..
... ..

GIRAFFE HEROES PROJECT

... ..
... ..
... .. & ,
... .. 1983.

PERMACULTURE ASSOCIATION

... ..
... .. ' '
... ..
... ..
... ..

INTERNATIONAL DARK SKY ASSOCIATION

...1988, ... 24 ...

EARTH CHARTER INITIATIVE

...

THE MILLENNIUM PROJECT

...1996 ...

C3: CENTER FOR CONSCIOUS CREATIVITY

...3 ...

RAINCATCHERS

...

WORLD FUTURES STUDIES FEDERATION

...60 ...

CHARITY BALL

... 2010 10 ... 2009 ...

ACACAI MOYO

...

RYAN'S WELL

...

CYBERHERO TWITTER FEED



Cyberhero League

... 3 4667 1 ... 1, 2020, 10 51



Cyberhero League

... 4 ... 16, 2020, 4 43



Cyberhero League

... 2 ... 27, 2020, 11 24

EVOLUTIONARY GUIDANCE MEDIA R&D, INC.

205 [redacted],

[redacted], 10013,

[redacted]

917-972-2544

[redacted]

ABOUT

RESEARCH

ADVISORS

TERMS & PRIVACY STATEMENT

CYBERHERO LEAGUE

[redacted]



[redacted]

CLOSED

Cyberhero League

An Adventure to Save the Future. Game Online.
Explore Outside. Read the Trilogy. Tackle 15
Archenemies and Become A Cyberhero.

 **Dana Klisanin**
2 Campaigns | New York, United States

\$32,572 USD 150 backers

32% of \$100,000 Flexible Goal

♡ FOLLOW



STORY FAQ UPDATES 28 COMMENTS 32

Highlights

📌 2 Projects



In 2012, psychologist, Dana Klisanin, Ph.D., introduced the scientific community to the "cyberhero" a new archetype that stands in stark contrast to the "cyberbully". Rather than seeking to harm others, the cyberhero uses digital technology to help other people, animals, and the environment. In this award-winning interactive gaming adventure, cyberheroes show-off their strengths and skills. (For more about the science of cyberheroes go to the * at the bottom of this page).

THE GAME



Don a digital cape and take on 15 arch-enemies in a battle to save the future of the

Select a perk

Cyberhero League Member

\$10 USD

You'll become part of this history-making adventure by reserving your username and gaining passcode protected access to Cyberhero League headquarters where you'll create your profile, build your hideout, and begin gaming your way through your heroic training PLUS you'll have a specially designed Backer badge on your Profile page to honor you forever!

Estimated Shipping
December 2013

48 claimed

Project Milky Way, e-book

\$25 USD

When you're not gaming, you can download the first book of the Project Milky Way trilogy and literally join a cast of characters on their perilous journey across time and space because YOUR NAME will be added to the story, PLUS all the previous rewards.

Estimated Shipping
December 2013

23 out of 50 claimed

Cybehero League Poster

\$50 USD

X marks the spot. Look closely at your new poster and you'll have an advantage when you go geocaching in search of League treasure. Suitable for framing and designed exclusively for Campaign Backers it will become an instant collectible, PLUS all the previous rewards! (Please add an additional \$5 to your pledge for Domestic shipping and \$10 for International shipping).

Estimated Shipping
December 2013

6 out of 50 claimed

EGM 000081

world. Game play consists of a mixture of action, adventure, and stealth exploration. Gamers build a secret hideout, complete dangerous missions, and extended game play into the real world using GPS enabled smart-phones. Visits to museums, National Parks, and even World Heritage Sites, will unlock in-game mysteries and increase in-game points. **In the process of playing, gamers will be providing people with water, food, medicine, shelter; they'll be saving acres of rainforest, protecting endangered species, preserving World Heritage Sites, even defending the night sky!** Gamers who complete all the heroic exploits will earn the badges of the nonprofit organizations, including the badge of the "Heroic Imagination Project". The Cyberhero League game portal is linked to "Project Milky Way," an epic narrative and transmedia adventure. The aim of this first stage of development is to establish an online headquarters that will serve as a gathering place and training ground for cyberheroes.

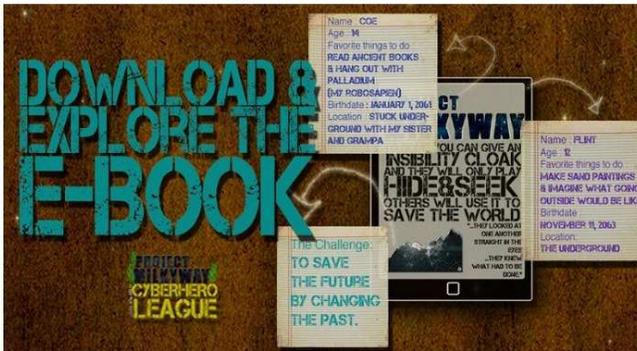
WHAT YOU GET



Cyberhero League Founder: All Backers will become founding members of the Cyberhero League. You will have passcode protected access to the Cyberhero League and game, and will earn a special digital "Backer" badge that will forever be on your Profile page (or that of the person you gift it to). If you ever, even once, wanted to be a hero or superhero now's your chance to put on a digital cape and help us create a whole new way to play! Our perks will be delivered by mid-December and are wonderful Holiday gifts for family and friends!



Project Milky Way e-Book: When you're not gaming, you can download the first book of the Project Milky Way trilogy and literally join a cast of characters on their perilous journey across time and space because YOUR NAME will be added to the story.



Cyberhero League Poster: Our "Rise of the Cyberhero League" poster is designed exclusively for our Indiegogo Backers and has a clue to a geocaching treasure hunt. It will become an instant collectable!



Cyberhero League Tee-Shirt

\$75 USD

Go cyberheroing wearing our original limited edition tee-shirt (youth and adult available). PLUS all the previous rewards! (Please add an additional \$5 to your pledge for domestic shipping and \$10 for international shipping.)

Estimated Shipping
December 2013

3 out of 50 claimed

Cyberhero League Cape

\$100 USD

Heroic exploits deserve special apparel! If you have a flair for the eccentric you'll love sporting our original limited edition CAPE (youth or adult available). PLUS all the previous rewards! (Please add an additional \$5 to your pledge for domestic shipping and \$10 for international shipping.)

Estimated Shipping
December 2013

14 out of 50 claimed

Project Milky Way 1st Edition

\$150 USD

You'll have a collectable 1st edition printing of the first novel in the Project Milky Way trilogy AND either YOU or YOUR CHILD will be featured in the novel in a hometown hideout of your description PLUS all the previous rewards.

6 out of 50 claimed

Cyberhero League Family

\$250 USD

Need to reserve usernames, gain passcode access, provide wallpapers, PDF books, posters, and capes or tee-shirts for everyone in your family? This tier will provide a family of four with everything you need. For additional family members add \$100 per individual. (Please add an additional \$5 to your pledge for domestic shipping and \$10 for international shipping and remember to specify either "cape" or "tee-shirt" "youth" or "adult," for each family member.)

Estimated Shipping
December 2013

3 out of 50 claimed

Cyberhero League Collector

\$350 USD

Our special edition "Cyberhero League Collector's Set" includes a 1st edition printing of the first novel in the Project Milky Way trilogy signed by both the author and the illustrator, 1 adventure Poster signed by the artist and game design team, 1 cape or tee-shirt. PLUS all the rewards at the \$50 level. (Please add an additional \$5 to your pledge for domestic shipping and \$10 for international shipping.)

2 out of 50 claimed

Cyberhero League Patron

\$1,000 USD

You will own a limited-edition print of our

EGM 000082



Cyberhero League Cape or Tee Shirt: If you like the style of Batman and you're a bit on the eccentric side you'll love wearing our incredible Cape. If you're more of the understated type, we've designed a Tee-Shirt just for you.



Cyberhero League Collector Set: Our special edition Collector's Set includes a 1st edition hardcover printing of the first novel in the Project Milky Way trilogy signed by both the author and the illustrator, 1 adventure Poster signed by the artist, and 1 cape or tee-shirt, plus the rewards at the \$50 level.

Cyberhero League Patron: A limited-edition print of original concept art is sure to delight collectors of all ages, plus all the collectables at the \$350 level.

Cyberhero League Launch Party: Don your cape and join us at our Launch Party in the Dome at the LA Center Studios!



THE IMPACT



original concept art PLUS all the collectable perks at the \$350 level.

Estimated Shipping
December 2013

2 out of 10 claimed

Cyberhero League Launch Party

\$1,500 USD

Imagine how much fun you're going to have donning your cape (or tee shirt) and coming to the LA Center Studios to celebrating the launch of the Cyberhero League in the Dome with the game's creators! (Sorry, airfare and hotel are not included). PLUS all the perks at the \$350 level.

Estimated Shipping
December 2013

2 out of 10 claimed

Cyberhero League Sponsor

\$10,000 USD

Your name, or the logo of your socially responsible company, foundation, or organization will be featured on our website as a Founding Sponsor, forever, PLUS all the perks at the \$350 level.

Estimated Shipping
December 2013

2 out of 10 claimed



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." M. Mead

Your contribution will help people of all ages collaborate on tackling real world challenges, all while playing a series of games. Once the Cyberhero League is up and running, our gamers will be continually donating aid to our nonprofit partners. So basically YOU will have made that happen. YOU will have empowered a whole generation of gamers to 'be the change they wish to see in the world'.

Our team of International nonprofit organizations and nongovernmental organizations continues to expand. **Some of our current nonprofit partners include:** [Center for Biological Diversity](#); [Charity:Water](#); [C3](#); [Center for Conscious Creativity](#); [Earth Charter](#); [Heroic Imagination Project](#); [International Dark-Sky Association](#); [Pachamama Alliance](#); [Raincatchers.org](#); [Reef Check](#); [The Converging World](#); [The Millennium Project](#); [World Futures Studies Federation](#).

ABOUT US

Check out our website for more info about our [team](#) --combined we have over 25 years experience in the entertainment industry working with industry giants like Disney, Universal Studios, and Warner Brothers. In addition to our creative team, we have team of talented advisors, including Internet pioneers and specialists in social entrepreneurship. We also have over a dozen amazing [nonprofit partners](#) that are lending us their expertise in addressing a variety of global challenges. By combining our talents we are bringing art and science together to create entertainment that literally changes the world for the better.

Establishing the Cyberhero League is important to us because we want to give cyberheroes of all ages a way to use the power of the Internet to tackle real world challenges and have fun doing it. Think about it. The actions of cyberbullies and cyber-criminals negatively affects our world everyday. We believe that heroism can be found inside everyone and that through nurturing it, we can positively affect the world -- bringing some balance to the equation -- giving cyberbullies and cyber-villains some stiff competition for the headlines. **Last year Cyberhero League was selected as a winner in the [World Future Society's Beta Launch Tech competition](#). Development of the game is well underway and now all we need to get the job done is YOU!** Please help us fund this game-changer! We guarantee that you will love our perks and have fun discovering this new adventure.

We need your help because our game design is based on a socially-responsible business model that enables us to give 30% or more of our profits to our non-profit partners based on the gamer's actions. Your contribution is vital to our success because traditional investors aren't comfortable with this business model. To succeed we need to fund our project with money from people who want to be part of a new way of doing business.

CAMPAIGN UPDATE: Our business model is changing. Cyberhero League is applying for nonprofit status in an effort to return the largest percentage of funds to our nonprofit partners.

We will use the money we raise to pay artists, game developers, animators, and musicians. We've designed the game to have a flexible budget and scope, so if we reach our target budget goal, we have a list of great stuff we can add into the mix through stretch goals, for example, more hideout options, more vehicle options, more equipment options, more in-game powers. Additional money we raise will go straight into the game to add new levels, NPCs, and the development of apps that add depth to the game experience.

Other Ways You Can Help

We clearly believe in the heroic nature of people and the power of the Internet. We understand that everyone can't contribute money, but if you'd love to see us succeed you can help us by spreading the word of the forming of the Cyberhero League to friends far and wide.

The world needs heroes, and cyberheroes are the newest kind! Use the Indiegogo share tools to make sharing easy! **THANK YOU.**

* MORE ABOUT THE CYBERHERO:

Cyberheroes have characteristics of heroes and superheroes. They are like heroes because their actions help people in the real world. They are like superheroes because the Internet gives them "superpowers" like shape-shifting, speed, and bi-location. For cyberheroes, taking action against cyberbullying is like warming-up before working out. After they've taken action against cyberbullying, they go on to tackle global challenges like poverty, climate change, diseases, loss of habitat, and protecting endangered species.

Looking for more information? Check the project [FAQ](#) 